



Bourne
TRANSIT

Consulting LLC

Mass Transit Interim Study Committee

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Quick CyRide Information:

1981 City System

- 12 buses
- 330,000 passengers
- 45,800 Ames population
- 25,000 ISU students

2005 City-ISU System

- 64 buses
- 4,800,000 passengers
- 53,000 Ames population
- 26,000 ISU students

Service Concepts for Success:

- Student and university driven.
- Willing to take some risk.
- 7 days per week.
- Weekdays to midnight.
- Frequency: 6 - 20 minute daytime.
- Reliability
- Courtesy
- Safety

CyRide Market Characteristics:

- 70% of passengers have cars.
- Passengers make best mode choice for trip.
- Time versus money trip decisions.
- Low/moderate income passengers benefits.
- Access to entry level jobs.
- Senior citizen convenience.
- Low ADA Paratransit usage. (2 buses)

Recent Success Stories in Iowa:

- Cedar Rapids operating later after flood.
- Marshalltown ridership up 18.7% after restructuring.
- Webster City – Fort Dodge commuter service operating at break even.
- Des Moines: Unlimited access for 12 different types of businesses.

Current Fuel Crisis:

Management Responsibility:

- Controllable costs
- Poor decision making

Public Responsibility:

- Uncontrollable costs
- Uncontrollable events

Continuation of Local Financial Effort

Increased federal/state money may reduce local funding.

Expected increase in federal funding.

This (and future) crisis resolved by effort from federal, state, local funding.

How Government Shapes the Transit Program

Municipal:

- Saved service after private bankruptcy.
(1970s)
- Provide minimum service.
- Cost constrained focus.
- Low or no service standards.

How Government Shapes the Transit Program

Federal:

- Originally capital only.
- Originally unrestricted operating assistance.
- Now service focused programs.
- Some incentives for ridership increases.
- Minimal greenhouse gas reduction incentives.

How Government Shapes the Transit Program

State:

- Most states have a state program (38).
- Variety of distribution mechanisms (TCRP).
- Iowa performance incentives.
- Iowa risk averse decisions at local level.
- Greenhouse gases - CA
- Seniors ride free - IL

Intercity (commuter) versus Intracity:

- Urban frequencies (30 to 60 minutes) do not attract passengers with other options.
- City government wants minimal service.
- Intercity definition (not federal intercity).
- Intercity pairs.
- Ames-DSM, IC-CR, Clin-Dav-Musc, FtD-WC.
- No effective government structure for intercity commuter service.

IDOT has funded risky ventures in past:

- \$300,000 discretionary fund sometimes worked.
- C.R. evening service.
- CyRide Biodiesel in 1995 resulted in 19 motor failures.
- Accessible taxi in 1993.
- Sometimes became routine.
- FTA JARC and New Freedoms replacement.

Intercity commuter service has greatest potential for:

- Fuel savings
- Greenhouse gas savings
- Profit potential
- Highest financial risk

Regional systems are focused on narrow and their traditional markets.

City/County governments are risk averse.

Greenhouse gas savings comparison:

- One gallon of gas generates 19.7 lbs GHG

Ames – Des Moines

370 miles/wk

30 mpg solo car

12.3 gallons/week

243 lbs GHG/week

Local trip in Ames

40 miles/wk

16 mpg solo car

2.5 gallons/week

49.3 lbs GNG/week

Recommended investment options:

- Unlimited access for seniors in Iowa.
- Unlimited access for K-12 in Iowa.
- Set aside for intercity commuter service.

Thank you for riding CyRide.

